



THE CARLSBAD CHAMBER PRESENTS

The
10th Annual
Winter
& Wine
Festival

Sponsorship Opportunities

EVENT SCHEDULE

Winter & Wine VIP Night - Friday, December 17, 2021

From 6:00 PM to 9:00 PM

300 VIP Passholders in attendance

VIP Night on Friday evening will be an exclusive party featuring catered hors d'oeuvres and tastings from the most talented local chefs and the best local restaurants in Carlsbad. Attendance will be limited to VIP Passholders.

Winter & Wine Festival - Saturday, December 18, 2021

From 12:00 PM to 6:00 PM

600+ general admission attendees

EVENT LOCATION

Pecos River Village Conference Center
711 Muscatel Ave
Carlsbad, NM 88220



Bronze Sponsorship

\$500

Bronze Sponsorship of the 2021 Carlsbad Winter & Wine Festival is a limited, high value opportunity to show your organization's pride in and give back to the Southeastern New Mexico community, while building relationships with local and regional partners and stakeholders, and promoting your brand to local and regional consumers and tastemakers.

All festival proceeds will be used to advance the Carlsbad Chamber of Commerce's mission of providing leadership, guidance and support to the business community for the promotion of economic, community and tourism growth.

Bronze Sponsors will have the chance to participate in the following branding and promotional opportunities associated with the 2021 Winter & Wine Festival:

- Printed name and branding inside the official Winter & Wine Festival program.
- Logo featured on the Winter & Wine information website and online store.
- Logo featured in promotional brochures, festival posters and other promotional materials.
- Logo featured in local/regional print and electronic advertising including: Radio, dedicated social media campaigns, online marketing and targeted advertising.



VIP BAG Product Sponsorship

VIP Bag Product Sponsorship of the 2021 Carlsbad Winter & Wine Festival is an affordable, high value opportunity to show your organization's pride in and give back to the Southeastern New Mexico community, while building relationships with local and regional partners and stakeholders, and promoting your brand to local and regional consumers and tastemakers.

All festival proceeds will be used to advance the Carlsbad Chamber of Commerce's mission of providing leadership, guidance and support to the business community for the promotion of economic, community and tourism growth.

As a VIP Bag Product Sponsor of the 10th Annual Carlsbad Winter & Wine Festival, your logo will be prominently featured on a product of your choice that will be included in the VIP giveaway!

That product will be one of several included inside a Premium Insulated Wine Tote Bag as a part of an exclusive giveaway for 300 VIP Passholders, including some of the most prominent members of the Carlsbad community and surrounding areas.

Please visit our store at www.carlsbadnmwinefestival.com to review the curated, high quality products we've made available for sponsorship – each item has been hand selected by our staff, and they're a great way to support the festival and promote your brand to our VIP Passholders!





In Kind Donations

The 2021 Carlsbad Winter & Wine Festival is soliciting in Kind Donations of a variety of perishables and supplies to be used onsite at the Festival.

In kind donations are a fantastic way to support the festival and show your Carlsbad Pride!

The list below includes all items that we are specifically soliciting as in kind donations for this year's event, but the Winter & Wine Festival will consider any in kind donations your organization believes would enhance the experience of our attendees, so don't hesitate to reach out to us if you have something you'd like to contribute that isn't included on the list below!

- Bottled Water
- Coffee
- Tea
- Chocolate
- Bread
- Cheese
- Crackers

Branding

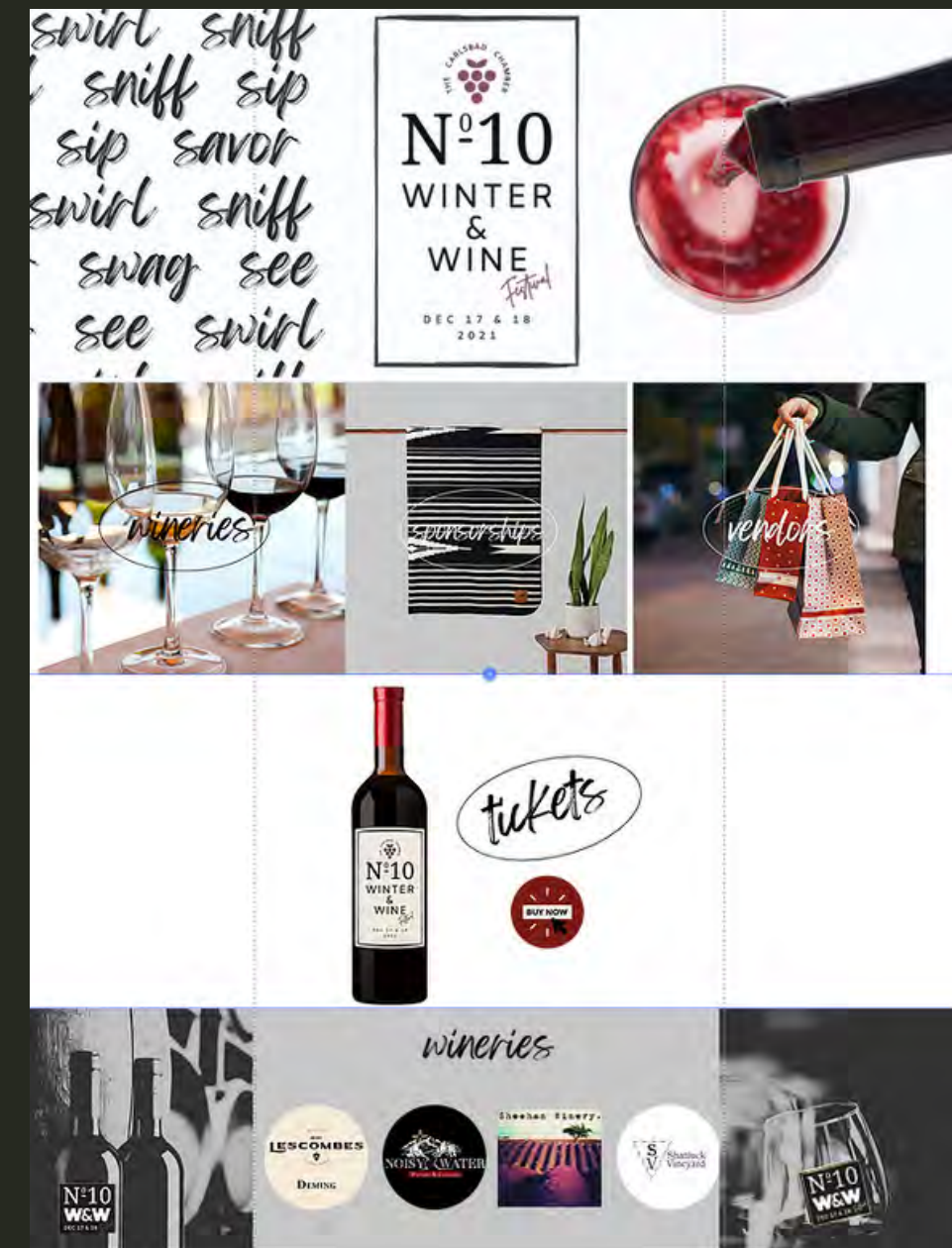
10TH ANNUAL WINTER & WINE BRANDING



MAIN LOGO



ICON



WEBSITE

www.carlsbadnmwinefestival.com



VIVA VINO!

Contact Us

For questions regarding Sponsorships:

Jill Barkley
Tourism Coordinator

Carlsbad Chamber of Commerce
302 S Canal St.
Carlsbad, NM 88220

P: 575-887-6516

E: jbarkley@carlsbadchamber.com

For questions regarding the Event and/or Branded Products:

Brittany Walterscheid
Event Planner & Branded Product Specialist

P: 214-455-5506

E: brittany@pecosriverbrandco.com